



Sales-Focused
**Tour Talking
Points**

Infant Program



Program Promise

Our **Infant Program** builds the emotional foundation for lifelong learning through trust, connection, and responsive care.





Building Trust and Partnership

- “In our Infant Program, we focus on partnership; you’re an important part of your child’s day. We share updates, photos, and milestones so you always feel connected.”
- “Our teachers know that every family has their own routines and preferences. We take time to learn what works best for your child, so care feels seamless between home and school.”



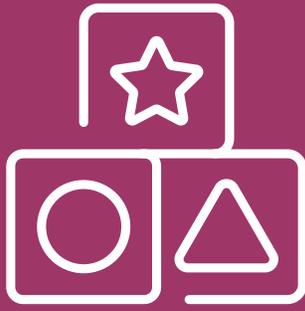
Nurturing Growth and Development

- “Infants grow and change so quickly, and our educators are trained to recognize each developmental milestone. Every activity, from tummy time to first words, supports those exciting stages of growth.”
- “We adapt to each child’s rhythm, whether your little one is ready to explore or needs a quiet cuddle, we meet them exactly where they are.”



Relationship-Based Learning

- “Great care is taken to provide and keep consistent caregivers in our infant program. This consistency helps babies feel safe, confident, and ready to explore.”
- “You’ll see our educators down at the babies’ level, playing and interacting and not just supervising. That hands-on engagement helps build emotional and social development from day one.”



Learning Through Play

- “Even at this age, play is learning. Every coo, smile, and grasp is part of how your child discovers the world.”
- “We offer a variety of sensory and exploratory materials, from soft textures to mirrors and cause-and-effect toys, all designed to support early brain development.”



Individualized Support

- “No two infants are alike, and neither are their days. Our educators tailor each child’s experience to their personality, interests, and developmental needs.”
- “We celebrate every milestone and we’ll share those moments with you so you can celebrate them too.”
- “Our quality team members are supported by a strong onboarding process as well as have opportunities to learn and be mentored by members of the center staff. Team members also have access to opportunities for ongoing development. Additional layers of support include national and global opportunities for training.”
- “Education coaches are an extra layer of support that provide classroom and individual educator support if and when needed.”



A Calm, Safe, and Engaging Environment

- “Our infant spaces are warm, clean, and organized to help babies feel secure while exploring freely.”
- “You’ll notice toys and materials within easy reach, so even our youngest learners can make choices and feel a sense of independence.”
- “We strive to be a free-moving environment. We have strict policies to support an infant’s ability and need to move and explore their environment. You’ll see minimal infant container equipment (swings, bouncers, excersaucers) to support this. This allows for more play and the strengthening of gross motor skills, rolling, sitting, crawling, and reaching.”



Predictable Routines that Comfort

- “Consistency is key for infants. We follow a gentle daily rhythm that helps babies feel safe and settled, feeding, napping, and playtime follow their natural cues within a predictable flow.”
- “Individualized schedules are followed and we encourage families share with us when there is an update so we can maintain consistence between home and school.”
- “When children feel secure, they are developing strong relationships with their caregivers which is the foundation of learning. This security allows them to explore their environment, develop and strengthen their skills and feel a sense of belonging.”



Educators Who Truly Engage

- “Our educators strive to not just learn their schedules but also their temperaments, personalities, likes and dislikes.”
- “Caregivers engage in verbal, face to face communication at the beginning and end of day as well as anytime during the day that is necessary.”
- “We also utilize the Connect app that will provide daily information: feedings, naps, diaper changes as well as pictures and information of activities your little one enjoyed during the day.”
- “Families often say they can feel the difference the moment they walk in, there’s a genuine warmth and connection that puts everyone at ease.”



Key Closing Message

“Our **Infant Program** is designed to give your child a strong start, emotionally, socially, and developmentally. You’ll always feel confident that your child is in caring, expert hands, learning and growing every day.”



Infant Program

Tour Conversation



Parent Conversation Cue	Suggested Response
"Tell me about your infant program."	"Our Infant Program is designed to give your baby the strongest start possible emotionally, socially, and developmentally. Every part of the day is built around comfort, connection, and growth."
"How do you communicate with parents?"	"We believe partnership with families makes all the difference. You'll receive regular updates, photos, and milestone notes so you always know what your little one is learning and experiencing."
"Do you follow our home routine?"	"Absolutely. We take time to learn your baby's cues, feeding preferences, and nap schedule so care feels consistent between home and here. We want you to feel that same sense of trust when you drop off each morning."
"How do your teachers support babies' development?"	"Our educators are trained in early childhood development and know that every moment is a learning opportunity. From tummy time to sensory play, we tailor experiences to help each child meet their milestones."
<i>Parent notices teachers sitting with babies on the floor</i>	"You'll see our teachers right at the children's level, talking, smiling, and engaging. That face-to-face interaction builds trust and helps babies feel safe to explore."

Parent Conversation Cue	Suggested Response
<p>“What kind of curriculum do you use for infants?”</p>	<p>“Our curriculum focuses on responsive care, relationship-building, and exploration through play. Even at this age, play is how babies learn, through textures, sound, light, and movement.”</p>
<p>“How do you make sure babies are safe?”</p>	<p>“Safety and cleanliness are top priorities. You’ll notice the space is organized, soft, and clutter-free so babies can explore safely. Our teachers stay close by and engage directly in play.”</p>
<p>“How do you handle different personalities or needs?”</p>	<p>“No two children are alike, and that’s the beauty of it. Our teachers individualize care for each child, adjusting routines and play based on what helps them feel calm, curious, and happy.”</p>
<p>“What is your daily routine like?”</p>	<p>“We keep a predictable rhythm to the day, with flexible feeding, nap, and play periods that follow your baby’s natural cues. That consistency builds comfort and helps infants thrive.”</p>
<p>“What do babies do during the day?”</p>	<p>“They play, explore, and build early skills in a nurturing environment. Every smile, babble, and reach is part of how they’re learning, and our teachers are right there to guide and celebrate each step.”</p>
<p>“How will I know my child is doing well here?”</p>	<p>“You’ll see and feel it. Our teachers share photos and progress updates, and you’ll notice your child becoming more curious, confident, and connected each week.”</p>
<p><i>Tour Closing Message</i></p>	<p>“Our infant classrooms are calm, engaging spaces where babies grow through play, consistency, and connection. You can feel the warmth the moment you walk in; it’s a place where your child is truly known and loved.”</p>